



OUTSTANDING CUSTOMER SERVICE AWARD

1. Who Can Enter?

Nominations could include individuals or teams of people who have recognised the absolute importance of both welcome and customer service and who consistently demonstrate an exceptional customer care ethos.

Name

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Nominated by

.....

Name of Property/Business

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Address

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Telephone

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Email

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Website

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The answers to the following questions form the basis of the submission to the Visit York Awards 2012. The questions should be completed with reference to each piece of supporting documentation.. Other examples could include a small selection of relevant excerpts of information such as emails and letters from customers highlighting exceptional customer service etc. **Please reference supporting documents to the appropriate question.**

2. Customer Service & Welcome

Entrants must demonstrate consistently high levels of customer service. The judges will be looking for real commitment, demonstrated by the attitude of the member/s of staff in all aspects of hospitality and contact with guests/visitors. Judges will expect to see examples of 'going the extra mile' to make a real difference to the guest/visitor experience. They will also be expecting to hear about examples which demonstrate that the member/s of staff are doing much more than what is expected in their day to day work.

- 1. Describe what role your nominee/s plays in your business.**
Answer: (max 150 words)
- 2. Describe how your nominee/s handles customer/visitor requests and complaints.**
Answer: (max 150 words)
- 3. Give specific examples of the following within your supporting information:**
 - Letters/emails from satisfied customers (not just the usual appreciative comments but rather those that suggest the member of staff went 'above and beyond' what is normally expected).
 - A photo of the person/team at work

3. Staff Training & Development

Applicants should have completed customer service training courses or the establishment should have participated in awards for good practice. Please identify in your answer any schemes or awards for either the establishment or individuals. The judges will be looking for examples of how the training has been put into practice and how it has improved services to customers. Investment in training must have taken place within the last three years. Investment is defined as investment of money and/or time.

- 1. Give evidence of awards or commendations (in-house or external) the nominee/s has received.**
Answer: (max 150 words)
- 2. Give specific examples of the following within your supporting information:**
 - Certificates of service-related training courses attended
 - Copies of awards/commendations

4. Summary

Explain why you think this person/team should win this Award (max 100 words). Please note this copy may be used for promotional purposes.